Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

Claim 1 (Original): A mammalian cell culture medium comprising:

(i) at least one IGF selected from IGF-I and IGF-II;

(ii) vitronectin (VN) or a fragment thereof; and

(iii) an absence of serum or an amount of serum which in the absence of said at least an IGF would not support cell growth.

Claim 2 (Original): The mammalian cell culture medium of claim 1, wherein serum is absent or present to a concentration no more than 1% (v/v).

Claim 3 (Original): The mammalian cell culture medium of claim 2, wherein serum is present to a concentration no more than 0.5% (v/v).

Claim 4 (Original): The mammalian cell culture medium of claim 3, wherein serum is present to a concentration no more than 0.1% (v/v).

Claim 5 (Original): The mammalian cell culture medium of claim 1, wherein serum is absent.

Claim 6 (Original): The mammalian cell culture medium of claim 1, wherein the IGF is IGF-II.

Claim 7 (Original): The mammalian cell culture medium of claim 1, wherein the IGF is IGF-I.

Claim 8 (Original): The mammalian cell culture medium of claim 7, further comprising an IGFBP selected from the group consisting of IGFBP1, IGFBP2, IGFBP3, IGFBP4, IGFBP5 and IGFBP6.

Claim 9 (Original): The mammalian cell culture medium of claim 8, wherein the IGFBP is selected from the group consisting of IGFBP3 and IGFBP5.

Claim 10 (Original): The mammalian cell culture medium of claim 9, wherein the IGFBP is IGFBP5.

Claim 11 (Original): The mammalian cell culture system of claim 1, wherein the VN fragment does not comprise a heparin binding domain (HBD).

Claim 12 (Original): The mammalian cell culture system of claim 11, wherein the VN fragment comprises a polyanionic region.

Claim 13 (Original): The mammalian cell culture system of claim 12, wherein the VN fragment is capable of binding an α_v integrin receptor.

Claim 14 (Original): The mammalian cell culture system of claim 13, wherein the VN fragment is capable of binding an integrin receptor selected from an $\alpha_v\beta_3$ integrin or an $\alpha_v\beta_5$ integrin.

Claim 15 (Original): The mammalian cell culture system of claim 1, wherein vitronectin (VN) is purified autologous vitronectin (VN).

Claim 16 (Original): The mammalian cell culture medium of claim 1 comprising IGF-I, an IGFBP and vitronectin in the form of an isolated protein complex.

Claim 17 (Original): The mammalian cell culture medium of claim 1 comprising IGF-II and vitronectin in the form of an isolated protein complex.

Claim 18 (Original): The mammalian cell culture medium of claim 15, wherein the isolated protein complex is a synthetic chimeric protein.

Claim 19 (Original): The mammalian cell culture medium of claim 1, further comprising one or more other biologically active proteins that promote cell growth and/or differentiation.

Claim 20 (Original): The mammalian cell culture medium of claim 19, wherein said another growth factor is EGF and/or bFGF.

Claim 21 (Original): The mammalian cell culture medium of claim 1, when used to culture epithelial cells.

Claim 22 (Original): A mammalian cell culture system comprising a culture vessel and the mammalian cell culture medium of claim 1.

Claim 23 (Original): The mammalian cell culture system of claim 22, comprising vitronectin and/or fibronectin, or a fragment thereof, immobilized, bound or otherwise associated with the culture vessel.

Claim 24 (Withdrawn): A method of cell culture including the step of culturing one or more cells in the mammalian cell culture system of claim 22.

Claim 25 (Withdrawn): The method of claim 24, wherein feeder cells are absent for at least part of the duration of culture.

Claim 26 (Withdrawn): The method of claim 24, wherein the one or more cells are epithelial cells.

Claim 27 (Withdrawn): The method of claim 26, wherein the one or more cells are keratinocytes or keratinocyte progenitors.

Claim 28 (Withdrawn): The method of claim 26, wherein the one or more cells are corneal cells.

Claims 29-34 (Cancelled)

Claim 35 (Withdrawn-Currently Amended): A method of delivering keratinocytes or keratinocyte progenitor cells for skin regeneration *in situ* including the steps of culturing one or more cells in the mammalian cell culture medium of Claim 1 to thereby produce cultured cells; and

spraying the ~~pharmaceutical composition of claim 29~~ cultured cells onto the skin of an individual to facilitate skin regeneration.

Claim 36 (Withdrawn): The method of claim 35, further including the step of growing said keratinocytes or keratinocyte progenitor cells to form regenerated skin *in situ*.